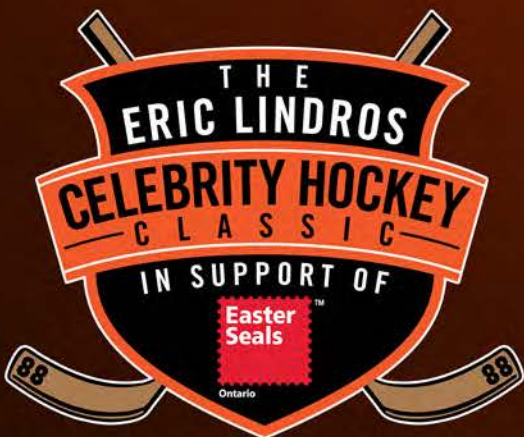


CELEBRITY HOCKEY CLASSIC

in support of Easter Seals



GET IN THE GAME!

Tournament Package

**Easter
Seals**™

Ontario

Helping Kids with
Physical Disabilities
Succeed

The **Celebrity Hockey Classic** offers hockey enthusiasts the opportunity to compete in a celebrity hockey tournament with some former NHL greats. Participants will have the once-in-a-lifetime opportunity to play alongside icons such as **Eric Lindros, Brad May, Mark Osborne, Kris King, Gary Leeman, Lou Franceschetti, Dave Ellet, Rob Zamuner** and others. Together we are helping KIDS BE KIDS.

THE DETAILS

Where: Iroquois Park Sports Centre,
Des Newman Arena Complex
Whitby, Ontario.

What: A once-in-a-lifetime opportunity
to play with NHL greats!

Who: Anyone who loves a great hockey game!

How: By raising a minimum of \$300 per player
and \$1,500 registration fee per team
(for up to 20 players)

Why: That's a great question!
To raise money to help children
and youth with physical disabilities
in Ontario

Forming a Corporate Team

Why form a Corporate Team?

Promote teamwork and camaraderie

The Celebrity Hockey Classic is a great way to build team spirit and a sense of camaraderie among employees. Group participation in an event engages your staff and allows everyone to feel a sense of pride and satisfaction for giving back to the community and supporting an important cause.

Increase your company's visibility in your community

Lead by positive example. Show others the meaning of corporate social responsibility and demonstrate that your company cares about its community. Generate exposure and brand recognition for your company with company t-shirts, costumes, pre-event fundraising events, and your team of employees at the event.

Maximize your impact

Fundraising as a corporate team allows your company to generate even more money to support Easter Seals' mission than would otherwise be possible through a direct corporate donation or sponsorship alone.

How to Form a Corporate Team

Forming a Team is Easy!

Simply visit www.lindroshockeyclassic.com to register, set your team's fundraising goal and create your team's fundraising page.

Challenge yourself and your team members to raise much needed funds for Easter Seals Ontario. Collect pledges from your friends, family members, colleagues and business associates in support of your team.

Issue a Corporate Challenge

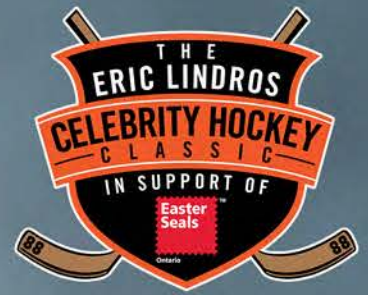
Challenge other companies, businesses or organizations to see who can put together the largest team or raise the most money. Promote a healthy competition and earn some coveted bragging rights along with great prizes!

Each Team Will Receive:

- The opportunity to play with and against some of hockey's most accomplished and admired icons!
- A commemorative team photo
- Personalized autographs from celebrity participants
- Personalized team jerseys with matching socks
- Invitation to the exclusive **VIP Draft Party**. Location TBA
- Access to a personalized team web page and support network to help you and your teammates raise the most money possible
- Weekly opportunities to win prizes recognizing your fundraising efforts.

GET IN THE

PARTNERSHIP OPPORTUNITIES



The Celebrity Hockey Classic represents a significant opportunity for your company to become involved with one of Ontario's most unique and exciting fundraising events. Based on the overwhelmingly positive response from participants in previous years, this year's event promises to be a tremendous success. Help children and youth with physical disabilities at one of the following 5 sponsorship levels:

Gold Medal Featured Partner (\$15,000)

Only one Gold Medal Partner will be sold for the Celebrity Hockey Classic.

Pre-Event and Event Day Benefits and Recognition Opportunities

- Company logo and link to your website on the tournament website
- Company logo on ALL team uniforms and selected print material
- Company logo on tournament signage
- Recognition as partner in tournament program
- Recognition as partner in all media releases
- Invitation for you and your guests to attend the exclusive Draft Party including an autographed collectible for each guest
- Preferred seating for the tournament All-Star game
- Puck drop opportunity at Opening Ceremonies and at tournament All-Star game

Celebrity All Star Game Sponsor (\$4,000)

Only one All Star Game Sponsor, where your name will be touted as the presenting sponsor of the game where all the NHL alumni players take to the ice in tournament's top individual fundraisers for the Celebrity Classic All Star Game.

- Company logo and link to your website on the tournament website
- Company logo on tournament signage
- Recognition as partner in tournament program
- Recognition as partner in all media releases
- Invitation for you and your guests to attend the exclusive Draft Party including an autographed collectible for each guest
- Preferred seating for the tournament All-Star game
- Puck drop opportunity at Celebrity All-Star game

VIP Draft Party Sponsor (\$2,500)

Only one VIP Draft Party Sponsor will be confirmed for the Celebrity Hockey Classic.

Event Day Benefits and Recognition Opportunities

- Company logo on Draft board and VIP lanyards
- Preferred seating for the tournament All-Star game
- All-Star recognition in the tournament program
- Company name listed on select tournament signage

Conference Division Sponsor (\$2,500)

There are four Conference Division Sponsorships available for the Celebrity Hockey Classic.

Pre-Event and Event Day Benefits and Recognition Opportunities

- Company logo and link to your website on the tournament website
- Division to be designated as sponsored by your company
- Company logo on select print material and division team uniforms
- Company logo on select tournament signage
- Sponsor recognition in the tournament program
- Invitation for four to attend the exclusive Draft Party including an autographed collectible for each guest
- Preferred seating for the tournament All-Star game

Dressing Room & Personal Team Trainer Sponsor (\$1,000)

There are 16 Dressing Room Sponsorship placements available for the Celebrity Hockey Classic.

Pre-Event and Event Day Benefits and Recognition Opportunities

- Company logo and link to your website on the tournament website
- Dressing room to be designated as sponsored by your company
- Logo and company name present on the Dressing Room Door
- Company logo on select print material
- Company logo on select tournament signage
- Sponsor recognition in the tournament program
- Preferred seating for the tournament All-Star game



GAME!

HELPING KIDS BE KIDS

Easter SealsTM

Ontario

Helping Kids with Physical Disabilities Succeed

Since 1922, Easter Seals has played an important role in providing support for children and youth with physical disabilities. Thanks to our generous donors, we continue to offer programs that allow kids and youth with physical disabilities to experience freedom, independence and a sense of accomplishment. Easter Seals offers financial assistance for mobility and communication devices, fully accessible summer camps and funding for other recreational programs.

Easter Seals relies fully on the generosity of public donations to offer its programs and services. Together, we make a difference for kids in the community who need our help.

Who We Serve

There are over 20,000 children, youth and young adults in Ontario with a physical disability.

Some children were born with disabilities such as cerebral palsy and spina bifida, some have spinal cord or brain injuries resulting from childhood accidents, others sustained brain damage through infections like encephalitis and meningitis. Regardless of the cause, these children share a common desire for independence, acceptance and achievement.

The Need

It can cost families up to an additional \$40,000 a year to care for a child with a severe disability, as children grow, equipment must be replaced. Government agencies cover only partial costs of certain pieces of equipment necessary to these children for personal safety, mobility, and communication, and for some pieces, not at all.

Extra family expenses can include home renovations, adaptive equipment and devices, special schooling, special transportation and adapted vehicles, time away from work for medical appointments and surgeries, plus the cost of caregivers, to name a few.

Of the families who requested financial assistance from Easter Seals and self-reported their annual income in 2013, 65% reported a total family income of under \$60,000. In addition, 46% of families had a total annual household income of under \$40,000; and 25% had total family income of under \$20,000.

OUR CORE PROGRAMS

- Direct Financial Assistance
- Camping and Recreation
- Recreational Choices
- Educational Scholarships



Easter SealsTM

Ontario

Helping Kids with Physical Disabilities Succeed

For more information about partnership opportunities or forming a corporate team, please contact:

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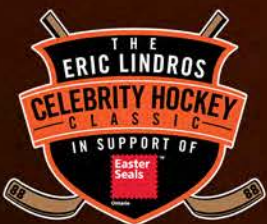
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